5 pgs.

INTER-OFFICE MEMO

FORSYTH TOBACCO PRODUCTS

RM's Don
As Info
5/9/95
Copy To.
JTJ
Lanny
Art. G.
Frank P.
Lee Maney
Lori O.

April 11, 1994

TO:

J. H. Drew	D. E. Owens
J. S. Farmer	J. M. Piscitelli
R. L. Fiori	G. W. Smith
M. L. Jones	P. N. Vlahos
M. L. Nutting	R. N. Young

SUBJECT: *Forsyth Pricing*

As a result of our new PARTNERS program, the Forsyth price sheets for Direct and Indirect accounts have been revised (see attached). These new price sheets do not include a payment amount for the new PARTNERS program. It is important to not show this PARTNERS payment to our non-direct retail accounts so our Forsyth pricing structure is not misunderstood by these customers and we do not expose our distributor incentives.

For direct chains, their potential PARTNERS payment can be discussed as a second piece of your presentation utilizing the new materials distributed in the meetings last week.

It is recommended that these price sheets be used for all of our Forsyth customers. Please share these new price sheets, and this approach, with your RJR Field contacts as soon as possible.

Kathryn
K. W. Noxon

KWN:jyc
Attachment

cc:

J. W. Best	J. V. Maguire
P. J. Cundari	G. C. Pennell
S. G. Hanes	B. K. Stockdale
J. R. Helm	D. I. Wilmesher

51850 6985

Source: https://www.industrydocuments.ucsf.edu/docs/htvy0000

FORSYTH TOBACCO PRICING - DIRECT

4/11/95

	ALL STYLES
LIST PRICE	$8.49
TERMS (3.25% ROUNDED)	.28
E.F.T.*	.04
OFF-INVOICE	1.20
NET INVOICE	**$6.97**
MONTHLY P/L REBATE	.30
ALLIANCE ACCRUAL	.80
SEMI-ANNUAL SHARE OF CATEGORY (RANGE VARIES FROM $.00 - $.50)	.50
NET PRICE	**$5.37**

* E.F.T. AVAILABLE TO QUALIFYING CUSTOMERS

51850 6986

Source: https://www.industrydocuments.ucsf.edu/docs/htvy0000

FORSYTH TOBACCO PRICING - DIRECT
FAIR TRADE STATES
4/11/95

	ALL STYLES
LIST PRICE	$7.24
TERMS (3.25% ROUNDED)	.24
E.F.T.*	.04
NET INVOICE	**$6.96**
MONTHLY P/L REBATE	.30
ALLIANCE ACCRUAL	.80
SEMI-ANNUAL SHARE OF CATEGORY (RANGE VARIES FROM $.00 - $.50)	.50
NET PRICE	**$5.36**

* E.F.T. AVAILABLE TO QUALIFYING CUSTOMERS

51850 6987

Source: https://www.industrydocuments.ucsf.edu/docs/htvy0000

FORSYTH TOBACCO PRICING

4/11/95

	ALL STYLES
LIST PRICE	$8.49
OFF-INVOICE	1.20
NET INVOICE	$7.29
MONTHLY P/L REBATE	.30
ALLIANCE ACCRUAL	.80
SEMI-ANNUAL SHARE OF CATEGORY (RANGE VARIES FROM $.00 - $.50)	.50
NET PRICE	$5.69

Source: https://www.industrydocuments.ucsf.edu/docs/htvy0000

FORSYTH TOBACCO PRICING
FAIR TRADE STATES
4/11/95

	ALL STYLES
LIST PRICE	$7.24
MONTHLY P/L REBATE	.30
ALLIANCE ACCRUAL	.80
SEMI-ANNUAL SHARE OF CATEGORY (RANGE VARIES FROM $.00 - $.50)	.50
NET PRICE	$5.64

51850 6989

Source: https://www.industrydocuments.ucsf.edu/docs/htvy0000